

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

PA-02 SIL-01 USIA-15 PRS-01 /050 W

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R 041415Z MAR 75

FM AMCONSUL AMSTERDAM

TO USDOC WASHDC

INFO SECSTATE WASHDC 2463

AMEMBASSY BRUSSELS

AMEMBASSY THE HAGUE

UNCLAS AMSTERDAM 172

E.O. 11652: N/A

TAGS: BEXP, NL, BE.

SUBJECT: FOREIGN BUYER PROGRAM - NATIONAL COMPUTER CONFERENCE
AND EXPO, ANAHEIM, MAY 1975.

REF: (A) STATE 30125, (B) HAGUE 1050.

1. LEADING MONTHLY DUTCH EDP TRADE JOURNAL COMPUTABLE, WITH
CIRCULATION OF 24,000 IN NETHERLANDS AND 6,000 IN
BELGIUM, HAS AGREED TO PUBLICIZE OUR PROJECT TO ORGANIZE
FOREIGN BUYER GROUP VISIT TO SUBJECT SHOW.
EDITOR HAS BEEN GIVEN COPY OF SHOW BROCHURE AND A
DETAILED REPORT OF LAST YEAR'S SHOW CONTENT. HE REQUESTS
A COPY OF THIS YEAR'S CONFERENCE PROGRAM AND THE LIST OF
70 EXHIBITORS INTERESTED IN EXPORT OPPORTUNITIES, MENTIONED
IN PARAGRAPH 2 OF REF (A), TO PROVIDE MATERIAL FOR HIS
ARTICLE. HIS DEADLINE FOR THE APRIL EDITION IS MARCH 10.
SINCE COVERAGE IN THE APRIL EDITION IS IMPORTANT TO THE
SUCCESS OF THE PROJECT, PLEASE ASK VAN DIJK OF NCC TO
INTERNATIONAL AIR MAIL REQUESTED MATERIAL TO JELLEY,
AMCONGEN, AMSTERDAM SOONEST.

2. POST, AMEXCO AND PANAM ARE COOPERATING IN PROMOTING 10-DAY
PACKAGE VISIT TO THE SHOW TO INCLUDE SIGHTSEEING VISITS

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TO SAN FRANCISCO AND HOLLYWOOD AND ONE-DAY STOPOVER IN NEW

YORK CITY. TOURIST LITERATURE REQUESTED REF (B) WILL
BE USED TO GENERATE INTEREST IN PACKAGE.
DAVIT

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NNN

Message Attributes

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